

Studies In Media |Documentary Analysis Assignment| (STUDENT NAME OMITTED)

Documentary: Tapped

Authors & Audiences:

Purpose– (1)The central questions are why people think bottled water is necessary and why are the effects of water bottles so harmful.

(2)The documentary targets everyone in the United States. It also targets the water bottle industry, and the FDA in each state.

Impact–(3) The eco system of the countries will benefit greatly. Water bottle makers are too concentrated on making profit to ensure a recycling program is effective.

Response–(4) People can take action by recycling water bottles, or using less plastic bottles and more reusable bottles.

Messages and Meaning:

Content–(5) This film shows us the harmful effects water bottles have on our health, climate, pollution, and it also shows off the bad choices the water bottle industry has made.

Technique– (6) The Filmmaker shows the water bottle industry not being able to answer many questions. The people who have suffered from different consequences of bottle water are interviewed and make water bottles seem deadly.

Interpretations–(7) Some people might think this film was a bit dramatic and might make the effects of water bottles worse than they really are. Not to the point of exaggerating, but too much of one side.

Representation & Reality:

Context– (8)The film has its own web site and is also very active with trying to make people see the reality of plastic bottles. They have also made reusable water bottles with the film's name on them to get the word out.

Credibility– (9)The film has many reliable sources to prove their accusations– they interviewed the water bottle industries and the FDA.

(10) These are credible sources because they are where these actual plastic bottles come from and the FDA is what monitors the food and drugs going in and out of this country. They basically go deep into the source to find the real information.